DOCUMENT RESUME

ED 286 824 SP 028 951

AUTHOR Cody, Carolyn
TITLE Women in Sport--The Beat Goes On. The Colorado Model: Addressing the Declining Number of Women Leaders in Sport.
PUB DATE 15 Apr 87
NOTE 7p.; Paper presented at the National Convention of the American Alliance for Health, Physical Education, Recreation and Dance (Las Vegas, NV, April 13-17, 1987).
PUB TYPE Speeches/Conference Papers (150) -- Reports - Descriptive (141)

EDRS PRICE MF01/PC01 Plus Postage.
DESCRIPTORS *Administrators; *Athletic Coaches; *Athletics; *Equal Opportunities (Jobs); *Females; Minority Groups; Personnel Selection; *Sex Fairness
IDENTIFIERS Colorado

ABSTRACT

This paper describes the efforts of Educators for Athletic Equity (EAE) in Colorado to address the shortage and/or absence of women and minorities in athletic leadership positions. Goals of the EAE are discussed, including: (1) to promote competent coaches, officials, athletic directors, and governing board members; (2) to promote the benefits of athletics and athletic leadership to students, educators, parents and community; (3) to improve communication regarding need for competent, balanced staffing of athletic programs; (4) to sensitize and encourage organizations and employers to affirmatively seek women and minorities for athletic leadership training, placement and promotion; (5) to locate, identify, train and support talented women and minorities with athletic leadership potential; and (6) to seek funding for public and private sources to supplement the Colorado Department of Education's support of this project. A study of the percentage of women coaches, officials, and athletic directors in Colorado in 1973-74 and 1983-84 is summarized. The "Sport Needs You" promotion program is described, and results are highlighted. Suggestions to others who wish to address athletic equity issues in their own states are offered. (MT)

****
* Reproductions supplied by EDRS are the best that can be made *
* from the original document. *
****

ED286824

Women in Sport - The Beat Goes On
The Colorado Model: Addressing the Declining Number of Women Leaders in Sport
AAHPERD National Convention
April 13-17, 1987
Wednesday, April 15, 9 am

Carolyn Cody, Ph.D.
Professor of Physical Education
University of Northern Colorado, Greeley, 80639

By 1981-82 women sport leaders in Colorado were well aware that a problem existed. Most, if not all, who had been titled "Director of Women's Athletics", now held the title of Assistant Athletic Director. Many who had resigned their coaching duties were concerned that their replacements were men. And that many girl's sports contests were officiated by men. Yet most of us felt very powerless. Sports opportunities for girls in Colorado had tripled in the past few years. This was what we had fought for. We were still depressed.

Susan Schafer is a Title IX-Sex Equity Consultant for the Colorado Department of Education. In 1981, Susan was working with traditional sex equity concerns: science and math education, physical education, women's history, moving women into administrative roles in education. A sport enthusiast herself, she became aware that something was amiss in the athletic establishment.

Susan met informally with sport leaders around the state to assess the problem. Women athletic administrators from high school and colleges were consulted. The result was a committee meeting in the fall of 1982 to address the problem. And so began Educators for Athletic Equity and the development of "Sport Needs You" or what has come to be known as "the Colorado model".

It is important to note the representation on this committee. Representatives were selected from the Colorado Coaches of Girls Sports (one of whom was a male), members from officiating associations, the Colorado Athletic Directors Association, CAHPERD, the Colorado Association of School Executives (a principal and a superintendent), and the Colorado Association of School Boards. We had representives from major metropolitan areas as well as rural communities. We had ethnic representation. At least a fourth of the committee were men.

At the first EAE meeting we addressed a number of questions:
1. What reason would you offer for the shortage and/or absence of women and minorities in athletic leadership?

SP028951

"PERMISSION TO REPRODUCE THIS MATERIAL HAS BEEN GRANTED BY

Cody, C.

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)."

BEST COPY AVAILABLE

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

☐ This document has been reproduced as received from the person or organization originating it.
☐ Minor changes have been made to improve reproduction quality.

• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.

2. What are the greatest barriers to women and minorities becoming coaches, officials, trainers, athletic directors, and governing board members?
3. In addition to athletic leadership, what are the other areas needing attention to eliminate sex discrimination in interscholastic athletics?
4. Where are there some strengths and supports for women and minorities to become coaches, officials, trainers, athletic directors, and governing board members?
5. Generally, what has Colorado's effort been to place and promote women and minorities in athletic leadership?
6. Generally, what has been your organization or institution's efforts to place and promote women and minorities in athletic leadership.

As a result of brainstorming on these questions, we defined several goals:
1. To promote through motivation, training and support, competent coaches, officials, athletic directors, and governing board members regardless of race, ethnicity, or sex.
2. To promote the benefits of athletics and athletic leadership to students, educators, parents, and community.
3. To improve communication between the school districts, the Colorado High School Activities Association, governing boards, professional associations, and higher education regarding the need for competent, equitable, balanced staffing of athletic programs.
4. To sensitize and encourage organizations and employers to affirmatively seek women and minorities for athletic leadership training, placement and promotion.
5. To locate identify, train and support talented women and minorities with athletic leadership potential.
6. To seek funding from public and private sources to supplement the Colorado Department of Education's support of this project.

These goals were addressed - and continue to be addressed through three avenues -- documentation, publicity and support projects.

To document the problem in Colorado, data was collected from 1973-74, the first year of Title IX, and '83-84 the year we began. The results startled even the committee. In 1973-74 women were 89% (n=388) of the coaches of 434 girls teams in Colorado; by 1983-84 the percentage had dropped to 38% (n=465) of 1226 high school girl's athletic teams. The 83-84 data also showed that 20% of the approved officials in Colorado (n=2,727 officials) were women, and of the 283 athletic directors in Colorado, 23, or 8% were women.

To publicize the problem, committee members designed and disseminated posters and brochures to health clubs, recreation centers and women's organizations which gave

information on the problem and directed women on ways to become involved in coaching, officiating, administration and governance. Committee members also spoke and presented a slide show at meetings and conventions; and wrote proposals for policy changes to the high school activities association.

To provide support for women in athletic roles, which has become the top priority for "Sport Needs You", the committee developed an annual state wide leadership conference and a quarterly newsletter called "The Relay".

The first conference was attended by 150 women occupying athletic leadership roles. Participants paid a small fee to attend, but the State Department covered the balance of cost for speakers, lodging and meals for participants and 2 days of substitute pay for each participant. Topics covered mentoring, motivation, time management, burnout and how to become an advocate for hiring other women coaches and officials. Time was provided for further identifying needs and problems of athletic professionals, lots of brainstorming for action proposals, and conference evaluation.

The newsletter is the follow-through/support vehicle for conference alums and for officers of state and national sport organizations.

So what have been the results of all these efforts. Certainly one of our long term goals was to increase the number of women in athletic leadership roles. But we tried to be realistic. As a short term goal we hoped to make people more aware of the problem. We wanted to establish some networks with women athletic professionals and provide them with more support. However, one year after the implementation of "Sport Needs You", 1984-85, the percentage of high school girls teams coached by women had risen by one percentage point. By 85-86 it raised another two percentage points, with forty-one % of high school girls teams coached by women. We have just compiled the data for 86-87, and the 41% figure has held constant. This year there are 1326 girls sport teams in Colorado, an increase of 114 teams, and 556 of those teams are coached by women.

The percentage of women officials and administrators has held steady, indicating that at least the decline in these numbers has been stopped.

Other benefits have been reported as well. Asked for their evaluation, conference participants report that:

- pride and empowerment have been heightened among women coaches and officials
- networking and support for job openings has increased
- job recommendations have been made

- mentors have been found anbd career guidance given
- information has been shared through The Relay, the quarterly newsletter
- the public is better educated on steps to becoming a coach or official
- student athletes have been counseled concerning opportunities for sport-related careers
- friendship and respect between women in athletic roles has increased
- interpersonal jealousy and competitiveness among female coaches has decreased
- homophobia has decreased
- and there has been an infusion of equity and feminist principles in Colorado girls' and women's sports programs.

Every year the Sport Needs You, Board of Directors, sets new goals. The achievement of several of those goals is also noteworthy.

The University of Colorado, Boulder, had a limited athletic program for women. Through networking and lobbying CU now has a women's volleyball program. And even though the first coach they hired was male, it hasn't dimmed our enthusiasm for our efforts.

Even though high school athletic budgets are tight, the Board felt girl's softball needed to be added as a sanctioned sport to better balance sport offerings for boys and girls. The CHSAA supported our efforts. A state girl's softball tournament was held for the first time last year.

A state girl's golf tournament will be held for the first time this spring. Golf has been a coed sport in Colorado. The Colorado Coaches of Girls Sports hope this effort at an all-girls tournament will stimulate girl's involvement in golf.

The Colorado High School Activities Association has recently developed a policy on no new spending "except where spending must occur to address equity issues". There will be no expansion of teams or committees except to address women and minority men.

We are actively seeking changes in Colorado legislation to begin the authorization of coaches. Accompanying those effort is the development of curriculum and delivery systems that will effectively increase the hiring pool for coaches. We are making pointed efforts at training women and minorities. At the most recent conference, over 50 women received Level I certification in the American Coaching Effectiveness Program.

This year's goal is to more effectively address the recruitment and support of minority men and women in sport

leadership positions. We have found that we need to be more aggressive, to address traditional minority networks, if we hope to reach this population.

There have been other positive things to happen as well. Sport leaders all over the country are networking on the issues which surround attracting women and minorities into sport leadership positions. We have been invited to speak in Missouri, Massachusetts, Wisconsin, Texas, Illinois, Montana, and California concerning the Sport Needs You model.

The AAHPERD Executive Committee has given $5,000 to be used as matching grants for 5 states to implement the Sport Needs You Model.

For those of you who are ready to address this issue in your own state, I believe there are some keys to making your efforts successful.

1. Select positive opinion leaders and role models. Identify men and women in leadership roles in your state who are interested in addressing this issue. Identify, too, the key groups which need to have input and be represented. Principals, superintendents, school board members and members from the State Department of Education have been important in the success of our efforts. The endorsement of influential groups has been important as well.

2. Determine a sound rationale for your project. In Colorado there are four reasons for "Sport Needs You": 1) To provide female role models for students and jobs for women. 2) To enlarge the talent pool of competent coaches and officials in an era of shortages; 3) To insure that women have an opportunity to fulfill their fair share of athletic program staffs; and 4) To achieve diverse representation in athletic and educational administration.

3. Contact the Sex Equity Consultant in your State Department of Education. Most people in this position are busy with equity in science and math education, compiling women's history and working to promote women as principals, assistant superintendents and superintendents. They just aren't aware of the problems in athletics. Or, if they are aware, may be overwhelmed by the size of the problem and their own lack of knowledge. Susan has convinced me though that most equity professionals would be thrilled to meet with a group of people seeking help for an equity problem. Regardless, the Sex Equity Office has access to federal funds which can be used to address this problem. And funding is important.

4. Finally, report your progress. We regularly share our progress and continuing problems with groups that endorse us and with other state and national sport associations. We are seeking good ideas to adopt from other states and organizations. We want continuing input from those whose needs we are trying to meet, and we want to continue to support and network with those who share the vision of truely equal sport opportunities.